

BUILDING SUPPORT

It is important to recognize that not everyone may be supportive of starting or participating in a school breakfast club at the onset. Unfortunately, some people still believe that breakfast clubs are only for students living in low-income households. However, there will also be many champions who see the need and want to help. Those are the champions that will be the key players in collaboration when starting a new program.

Support for the breakfast program can be built over time by continually advocating and educating parents, students, and staff about the positive impact that a universal breakfast program can have on student health and academic success. The reality is that students may not eat breakfast before coming to school for a variety of reasons, including: lack of time, lack of food, early morning extracurricular activities, family emergencies or long bus rides to school. More than ever, children from all backgrounds and income brackets are vulnerable to the negative effects of undernourishment and poor lifestyle choices. By encouraging healthy eating habits and teaching students the skills and knowledge they need to make healthy choices throughout their lives, the breakfast club helps lower the chance of poor health outcomes and supports the success and wellbeing of all students.



BRIGHT IDEAS

- Start an 'I love breakfast' contest at school. Invite students to create posters displaying why they love their school's breakfast club or why they attend in the morning;
- Communicate the benefits of school breakfast to parents through the school newsletter, highlighting the many reasons why students may want to attend;
- Ask parents or teachers who are passionate about the program to talk about their experiences with others whenever possible;
- Ensure that parents feel invested in the breakfast club by offering them opportunities to volunteer and give back to the program. Invite them to a special community breakfast once a year.

WHAT IS A UNIVERSAL BREAKFAST CLUB?

A UNIVERSAL BREAKFAST CLUB WELCOMES AND ENCOURAGES THE PARTICIPATION OF ALL STUDENTS. A UNIVERSAL PROGRAM IS INCLUSIVE, EASILY ACCESSIBLE, AND ENSURES THAT NO STUDENTS ARE SINGLED OUT OR TURNED AWAY. THE BREAKFAST CLUB IS ALSO PROMOTED TO THE WHOLE SCHOOL COMMUNITY TO ENSURE EVERYONE IS AWARE OF THE PROGRAM. THE CHOICE TO PARTICIPATE IS THEN LEFT TO THE STUDENTS, WHO MAY CHOOSE TO ATTEND ON ANY MORNING. BREAKFAST CLUB OF CANADA REQUIRES THAT ALL BREAKFAST CLUBS ARE UNIVERSALLY ACCESSIBLE TO EVERY STUDENT IN ORDER TO BE ELIGIBLE FOR FUNDING.